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Home Care Assistance Partners with City of Kitchener to Present a Complimentary Seminar on Normal Aging Versus Dementia

Half-hour education presentation for family caregivers, hosted by Home Care Assistance Waterloo, covering a variety of topics including the differences between the normal aging process, practical ways to maintain connection and engagement, and access to community resources

(Kitchener, Ontario – May 25, 2018) [Home Care Assistance of Waterloo](#), a leading provider of in-home care for seniors, is dedicated to creating a partnership with City of Kitchener to increase awareness around normal aging and dementia. In line with the company's commitment to community education in dementia care, Home Care Assistance of Waterloo is presenting a short and an interactive presentation on dementia and ways to keep the brain active and healthy at the Kitchener Living Well Expo on May 26th at the Kitchener City Hall Rotunda located at 200 King St W, Kitchener, ON N2G 4V6. The Normal Aging Versus Dementia – Solutions to Help Brains Stay Healthy presentation will be from 1:30-2:00PM.

"I believe it is our responsibility and commitment to share the wealth of knowledge that Home Care Assistance Waterloo has to offer around dementia care with the community," said Matt Vijayan, Co-Owner of Home Care Assistance Waterloo. "Dementia is one of the most significant long-term health challenges we face. Providing public education around this topic will help reduce caregiver burnout among family and professional caregivers by providing them with the tools and resources they need to cope with this disease and best help their client or loved one."

Almost 40% of individuals over the age of 65 experience some form of memory loss. Age-associated memory impairment and dementia can be told apart in a number of ways. Learn about cognitive decline and how it can be managed using simple techniques in the comfort of your home. This fun and interactive presentation will include brain games to keep the mind engaged and active.

Worldwide, 44 million people are living with dementia and this number is expected to triple by 2050. With nearly 50% of Home Care Assistance clients suffering from Alzheimer's or some form of dementia, the company has prioritized the production of tools and resources needed to educate the public and its employees on the disease. Home Care Assistance of Waterloo also offers specialized disease specific

trainings through the company's proprietary Home Care Assistance University platform. In addition, Home Care Assistance is the only senior care company with an award-winning book series to educate families and senior care professionals on topics related to healthy aging. In line with the company's expertise in dementia care, Home Care Assistance of Waterloo offers clients participation in a research-based brain health program called the Cognitive Therapeutics Method™. The program aims to improve quality of life for clients through a holistic approach incorporating positive lifestyle improvements, as well as personalized, one-on-one activities that engage the main cognitive domains of the brain.

To learn more about what Home Care Assistance has to offer or to schedule a free in-home assessment, please visit www.homecareassistancewaterloo.ca or call 519-954-2111 today. Home Care Assistance of Waterloo is located at 324 Highland Rd W #12A, Kitchener, ON N2M 5G2.

ABOUT HOME CARE ASSISTANCE

[Home Care Assistance](http://www.homecareassistance.com) is the leading provider of home care for seniors across the United States, Canada and Australia. Our mission is to change the way the world ages. We provide older adults with quality care that enables them to live happier, healthier lives at home. Our services are distinguished by the caliber of our caregivers, the responsiveness of our staff and our expertise in daily care. We embrace a positive, balanced approach to aging centered on the evolving needs of older adults. A 2018 Franchise500®, Inc. 5000 Company and one of the [50 fastest](#) growing women-owned companies worldwide in 2017, Home Care Assistance has received numerous industry awards including Entrepreneur's Fastest-Growing Franchises and Franchise Business Review's Top 50. The company was recognized as a [2018 Endorsed National Provider](#) by the home care industry's leading research firm, Home Care Pulse. Home Care Assistance CEO Lily Sarafan was also named Health Care Executives' [2016 Woman of the Year](#). For more information about Home Care Assistance, our services and franchise opportunities, visit <http://www.homecareassistance.com>.